

CONTACT

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RASHIDA ALI

POST-GRADUATION STUDENT
USER EXPERIENCE DESIGN

ABOUT ME

Post-Graduate student in User Experience Design at Kent State University, Ohio. Highly motivated, curious and creative designer specializing in conceptual, visual, interaction and layout design, 3D modeling, composition, color theory and typography art- keeping the users' needs at heart. Adept in creating functional & aesthetically pleasing layouts/designs with specialty in working with various styles, trends & budgets and an eye for details. Flexible and adaptive to new environments with the ability to learn different tools and processes quickly. Can handle all aspects of planning and design from conception to completion.

EDUCATION

M.SC. IN UX DESIGN (STUDENT)
FALL 2022 | KENT STATE UNIVERSITY, OHIO

ADVANCED DIPLOMA, INTERIOR DESIGN
2017 - 2019 | INIFD INDORE, INDIA

BACHELOR OF COMMERCE (HONS)
2014-2017 | PRESTIGE INSTITUTE OF
MANAGEMENT AND RESEARCH,
INDORE (INDIA)

XII (SENIOR SECONDARY), COMMERCE
2014 | QUEENS COLLEGE, INDORE (INDIA)

X (SECONDARY), COMMERCE
2012 | QUEENS COLLEGE, INDORE (INDIA)

EXPERIENCE

AUG 2022 M.SC. IN USER EXPERIENCE DESIGN
Kent State University, Ohio
Expected Graduation: Aug 2024
GPA: 4/4
Relevant coursework: UXD principles and concepts- UX Writings; UXD in practice- Concept development, User research and analysis, designing workflows and wireframes (sketch/digital); Principles of Interaction, Interaction in practice

OCT 2020- JULY 2021 PACKAGE DESIGNING/GRAPHIC DESIGNING AND HANDLED BUSINESS OPERATIONS
for my natural/organic skincare brand.
Designed the brand logo, packaging- labels and cards, content creation for social media, photography and advertisement, handling day-to-day business operations, budgeting, product planning, etc. for my skincare brand- SKIN-A-LYST (small business).

FEB 2020- DEC 2021 FREELANCE INTERIOR DESIGNER
Space Planning
Furniture designing
Concept and styling
Material selection
Lights and fixtures

OCT 2019- JAN 2020 INNCREATIONS DESIGN STUDIO
Internship
Developed creative design concepts using AutoCAD and Sketchup, space planning concepts, color palette selections and textile presentations.
Designed floor plans, elevations, 3D perspective views and material boards for review and presentation.

SKILLS

User Experience, User Interface, Interaction Design, Design Thinking, Prototyping, Wireframing, Typography, Color theory, User research, Story boards, User journey maps, User flows, User interviews
Additional skills:
Communication and presentation, teamwork, Ideation, conceptualization and planning.
Sketching

TOOLS

Balsamiq AutoCAD
wireframes.cc Sketchup
Figma Illustrator
Photoshop InDesign
MS Office Revit
Languages- English (Spoken, written)
Hindi (Native)
French (A1, A2 Levels)

ACHIEVEMENTS

Society Interiors Competition 2019 - 1st prize
Won the Residential category for SOCIETY INTERIORS COMPETITION 2019. The brief was to design a luxurious apartment for a CEO in Mumbai with all the amenities and different specifications according to the needs of the family members.
Concept: BOLDLY MILD

WORKSHOPS

INTRODUCTION TO UI DESIGN
JULY 2022
UNIVERSITY OF MINNESOTA (ONLINE)
INNOVATION THROUGH DESIGN
MARCH 2022
THE UNIVERSITY OF SYDNEY (ONLINE)
INTRODUCTION TO USER EXPERIENCE DESIGN
JANUARY 2022
GEORGIA INSTITUTE OF TECHNOLOGY (ONLINE)
LEARN TO WORK WITH INTERIOR DESIGN STYLES & TRENDS
19, 20 SEPTEMBER 2020
WITH ALCOVE STUDIO MUMBAI
MASTER KITCHEN DESIGNING
27, 28 JUNE 2020
WITH ALCOVE STUDIO MUMBAI